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Farm Broadcasters Letter

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United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D. C. 20250 (202) 447-4330

Letter No. 2528

Oct. 18, 1991



SECRETARY OF AGRICULTURE Edward Madigan was on Capitol Hill recently to celebrate National School Lunch Week. USDA Radio's **Brenda Curtis** (left) & USDA TV's **DeBoria Janifer** await his response after sampling some of the new nutritious recipes being used in school lunch programs across the country. (USDA Photo by **Bob Nichols**.)

USDA TO SURVEY FARMERS -- USDA's National Agricultural Statistics Service is going to survey farmers in four areas of the country about their use of chemicals in ag production. The Water Quality and Farm Chemical Survey, which will be conducted in November & December, is part of a national program to develop reliable info about water quality & related ag activities. USDA representatives intend to interview about 1,000 randomly-selected farmers in: Central Nebraska Basin; White River Basin in Indiana; Lower Susquehanna Basin of Pennsylvania; and Mid-Columbia Basin in Washington. **Contact: Kent Miller** (202) 219-0494.

TEST YOUR WITS -- "Today's Choice: Tomorrow's Opportunity" is the theme of this year's National Consumers Week, Oct. 20 - 26. The theme emphasizes the power of choice consumers have and the responsibilities they share for protecting global resources & creating future opportunities, says **Ann Chadwick**, director of USDA's Office of the Consumer Advisor. USDA has prepared a quiz for national consumers week to test consumer knowledge & give consumers an idea of the range of questions that USDA can answer. **Contact: Ann Chadwick** (202) 447-3975.

SAFE CONTROL FOR MESQUITE -- Two environmentally-friendly herbicides killed nearly 90 percent of unwanted mesquite trees in a Texas field test, says USDA agronomist **Rodney W. Bovey**. Bovey says the salt and ester forms of two herbicides, when used together, control the pesky weed in an environmentally safe way. They disrupt mesquite's ability to grow. **Contact: Rodney W. Bovey** (409) 260-9238.

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DON'T FORGET OUR PHONE NUMBERS CHANGE OCT. 28 -- Nearly all the phone numbers at USDA headquarters will change their prefix on Monday, Oct. 28. The old 447-prefix will be replaced by 720-. USDA Radio-TV's main number will change, for example, from (202) 447-4330 to (202) 720-4330. USDA Radio's Newsline will **not** change; that number will continue to be (202) 488-8358/59. So, if your call doesn't go through dialing the old number, try changing the prefix to 720-. If you're calling our **AgNewsFAX** number, it will change to **(202) 690-3944**.

USDA INCREASES PORK ASSESSMENT RATE -- Effective Dec. 1, USDA will raise the rate for assessing hogs & imported pork to increase funding for the national pork promotion & research program. **Daniel D. Haley**, administrator of USDA's Agricultural Marketing Service, says the increase -- one tenth of one percent -- would add about \$10 to \$12 million annually to the pork program's \$30-million budget, allowing the program to keep pace with inflation & fund pork promotion projects. **Contact: Alicia L. Ford** (202) 447-8998.

EXOTIC TROPICALS -- Two exotic foods from tropical trees -- pili nuts & rambutan fruit -- may tempt the taste buds of American consumers. Pili nut, shaped like an inch-long football, has a delicate flavor all its own & would be delicious in a party mix with peanuts, cashews, almonds or macadamia nuts, says **Francis T.P. Zee**. And rambutan, a sweet crunchy fruit with long, soft spines of red, yellow or orange, "would easily stand out from more familiar fruit in the produce section of your supermarket," Zee says. The fruit is oval, about the size of a golf ball. **Contact: Francis T.P. Zee** (808) 959-5833.

EXOTIC LETTUCES -- Tomorrow's salads might feature lettuce with yellow or dark crimson leaves along with different shapes, textures & tastes, USDA scientist **Edward J. Ryder** says. "Adding surprising colors or shapes to familiar lettuces that grow well in the U.S. could boost the appeal of salads in the future," Ryder says. Traits like yellow or frilly leaves showed up in a test garden of nearly 400 kinds of lettuce that Ryder & colleague **William Waycott** grew this summer in Salinas, Calif. **Contact: Edward J. Ryder** (408) 755-2800.

LATCH KEY KIDS -- Parents can create a safe home environment to help ensure things run smoothly when they can't be at home with their children during the day. Parents should explain to their children why they must be on their own; how long they'll be alone; and what's expected of them during that time. Set up a telephone network so that school personnel and neighbors can reach you in case of an emergency. Tell children when they may check in with you at work. **Contact: Billie Frazier** (301) 405-1019.

Editor: Marci Hilt Phone: (202) 447-6445

FROM OUR RADIO SERVICE

AGRICULTURE USA #1793 -- Backyard encounters between humans & wild animals are increasing in the West. On this edition of **Agriculture USA**, **Maria Bynum** examines the problem & some suggested strategies for the two groups to co-exist. (Weekly reel -- 13-1/2 minute documentary.)

CONSUMER TIME #1275 -- School lunch celebration; a changing supermarket strategy; salmonella task force; new research on bone diseases; farmland protection. (Weekly reel of 2-1/2 to 3 minute consumer features.)

AGRITAPE NEWS & FEATURES #1783 -- USDA News Highlights; corn prospects; vegetable & melon harvest; protecting herds from wild animals; the case of the Chinese pigs. (Weekly reel of news features.)

NEWS FEATURE FIVE #1442 -- Moisture baits for roaches; cockroach repellents; new twist on roach traps; selenium & health; vitamin E & malaria. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Tues., Oct. 29, crop/weather update; Wed., Oct. 30, catfish production; Thurs., Oct. 31, ag prices, world cocoa situation, world tobacco situation; Fri., Nov. 1, African food needs; Tues., Nov. 5, crop/weather update. **(These are the USDA reports we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling.)**

DIAL THE USDA RADIO NEWSLINES (202) 488-8358 or 8359.

Material changed at 5 p.m., EDT, each working day.

FROM OUR TELEVISION NEWS SERVICE

FEATURES -- **Pat O'Leary** reports on USDA's Consumer Quiz, **Mike Thomas** takes a look at a new Alternative Fuel called Bio-Diesel; **Pat O'Leary** reports on the 1991 World Food Prize.

ACTUALITIES -- Secretary of Agriculture **Edward Madigan** on National School Lunch Week; USDA meteorologist **Norton Strommen** on weather and crops; USDA World Board Chairman, **James Donald** on crop production estimates.

UPCOMING FEATURES -- **Lynn Wyvill** reports on year-round turkey; **DeBoria Janifer** takes a look at women smokers and osteoporosis.

EVERY OTHER WEEK -- **Agriculture Update**, five minutes of USDA farm program information in "news desk" format with B-roll.

Available on Satellite Westar 4, Transponder 12D (Channel 23), audio 6.2 or 6.8: Thursdays from 7:30 - 7:45 p.m., EDT, Saturdays from 10 - 10:45 a.m., EDT, and Mondays from 8 - 8:45 a.m., EDT.

OFFMIKE

TIMELY RAINS ALL SUMMER...produced a good harvest of corn and beans, says **Doug Leger** (KMSD, Milbank, S.D.). Some corn producers harvested a better than expected crop. Heavy rains resulted in ponding, which lowered results in low-lying areas. Doug says field waterholes are filled, a sight not seen in many years.

APPLE HARVEST...is underway in Missouri. **Mike Wiles** (KTTS, Springfield) says production is good despite lack of rain. He's giving a second thought to the need for irrigation of his own orchard. Mike says the hay crop was hit hard by drought. Some producers are getting only their second cutting all year, and are reseeding to alfalfa or fescue. Mike and wife Carmen are looking forward to being parents of twins in mid-January.

EARLY FREEZE...hit late planted corn in eastern Iowa, but western areas have been harvested on time, says **John Wirkler** (KICD, Spencer). Rain is needed just to settle the dust of harvest.

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Office of Public Affairs
Radio-TV Division
U.S. Department of Agriculture
Washington, D.C. 20250-1300

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HARVEST CONDITIONS...were great, but what that also means is it's really dry, says **Dewey Nelson** (KRVN, Lexington, Neb.). Water has been a main focus in station programming. Issues examined have been water quality, its availability & water rights. He says the region needs a winter of big snowfalls to have the soil ready for planting next year.

WETNESS...was a problem for some producers, but most peanut and tobacco farmers in North Carolina had good crops, says **Allen Baker** (WNCT, Greenville, N.C.). Ground moisture is at an excellent level heading into winter.

FOUR NEW STATIONS...have joined the network, says **Brian Baxter** (Morning Ag Report, Indianapolis, Ind.), KBSI-TV Paducah, Ky.; WCTI-TV New Bern, N.C.; KTIV-TV Sioux City, Iowa; and WBSV-TV Sarasota, Fla.

VIC POWELL
Chief, Radio & TV Division